

# Keith-O'Brien Company

## NEAR COST, COST and BELOW COST

An assemblage of spirited inducements--each group teeming with startling reductions--the sort that is worth while--that will bring customers out early

¶ Not a haphazard gathering—but carefully selected, carefully thought-out offerings—the pick of our choicest, most seasonable merchandise, priced at a point that will influence buying.

¶ Every article included is of quality that's worth possessing, every reduction genuine.

¶ The united effort is in the direction of volume of business. To insure volume merchandise of character is the first essential; then PRICE.

¶ The reputation of this store is such that a mere announcement of a sale, unique and unusual, suffices to bring enthusiastic response. Make up your mind to come, you will not be disappointed; you will be convinced--and convinced, the relationship of customer and store will be more closely cemented.



You Are Familiar With the Old Saw "Opportunity" Knocks Once at Every Man's Door.

¶ In a poem strong and catchy the late Senator Ingalls rejuvenated that famous maxim. ¶ Keith-O'Brien was not in existence when Ingalls said that Opportunity knocked once and, if unheeded, passed on—a delightful poem which posterity will read.

¶ At Keith-O'Brien's Opportunity knocks repeatedly—clamors for attention. Women and men hurrying by the store are attracted; passing through the aisles customers are impelled to stop; Opportunity, plucking at each one, implores recognition.

¶ For this is a store of Opportunity. Here are assembled from the marts of the world merchandise which is in daily demand—so invitingly displayed, so interestingly priced, that you are irresistibly charmed and convincingly influenced.

¶ The store that looks forward.

### Waists, Tub Dresses, Linen Suits, Lingerie Dresses

Six strong features. Read the items. They are cold facts—but the values, when you examine the goods, will thrill you. Come early.

#### Waist Specials

LINGERIE WAISTS—Good quality, made with fine pin tucking; val. laces; allover embroidery front; 3 sleeves; button back; also open front. About 100 different styles to choose from. Values up to \$5.00. Monday special, 95c. All sizes.

LINGERIE BATISTE WAISTS—About 50 styles; some made with exquisite embroidery yoke and panels of the same embroidery on each side; others trimmed with val. laces and medallions; some have dainty hand embroidery; long and short sleeves. Monday specials at \$2.45. Values go up to \$6.75. All sizes.

TUB DRESSES in chambray, French percale, (fine dotted Swiss in white); also ginghams, linens and cotton voiles. Values up to \$20.00. Monday, \$9.75.

TAILORED LINEN SUITS—Coat 34 inches long; cut in the popular semi-fitted style; plain or plaited skirt; colors are natural, white, pink, light blue, violet and brown. Monday special, \$9.75.

This is a special purchase of linen suits bought from an overstocked manufacturer, who closed them out at a price which we named. We give our customers the benefit. Values up to \$20.00. All sizes.

LINGERIE DRESSES—Good quality, lingerie batiste; hand-somely trimmed with val., also cluny lace; some with tunic skirt. About 100 different styles to choose from. Monday specials, \$4.95, \$7.95, \$10.95, \$11.50, \$12.50, \$14.75, \$16.50, \$22.50 and \$29.50. All sizes.

### Two Attractive Silk Items

Of special importance to the frugal woman who makes her own dress; of particular interest to the woman who purchases material and places it in the hands of a dressmaker; for the reason that, of all the season's offerings, these are the best—the qualities being the highest, the prices the lowest. Then, it is the very character of merchandise mostly in demand—two such splendid values that they should be picked up quickly.

#### 27-Inch All-Silk Shantung

A semi-rough finished fabric that is just now very much in fashion's favor, particularly adapted for gowns and suits; in shades of pink, silver gray, ecru, natural, brown, red and oyster white; plenty of the natural colors; \$1.00 quality. Special 50c yard.

#### 27-Inch All-Silk Suitings

Ottoman turc; Barathean weave ..... \$2.00  
Simla, cloth-like effect ..... \$1.75  
Armure; Bird's-eye design ..... \$2.00

It is hard to describe the beauty of these three weaves. You must come and examine them to appreciate their value and merit. The assortment is so varied that almost every wanted shade will be found. Cream, old rose, delft, Copenhagen, navy, reseda, leaf green, helio, cedar ecru, tan, yukon, gray, gun metal and black. Newest silks for street gowns, costumes and coat suits; \$1.75 and \$2.00 qualities. Special \$1.00.

### Interesting Items in White and Colored Cotton Goods

45-inch white lingerie and Persian lawn; worth much more; yd. 19c  
1000 yards white dimities, stripes and checks; popular hot weather fabric; yard, 9c.

Madras cloths and dimities, 25c and 35c values; your choice while they last, yard, 15c.

Pure linen washed crash; extraordinary value at, per yard, 12c.

35-inch pure linen cambric; 35c value; special, yard, 25c.

500 colored cotton goods, remnants, percales, ginghams, batiste, dimity, serpentine crepes, printed repps, cotton suitings, etc.; choice, per yard, 5c.

REAL imported zephyr ginghams, per yard, 15c.

Red Seal and Tolle du Nord dress ginghams, yard, 10c.

We have some Lace-Curtains that we don't intend to carry longer. Good styles, but slow sellers. They are made of the best French panel bobbinet. All in Arab or ecru color; no whites among them. Note the prices:

Value \$4.00 for ..... \$1.75 Value \$7.00 for ..... \$3.25  
Value \$5.00 for ..... \$2.00 Values \$7.50 for ..... \$3.37  
Value \$6.00 for ..... \$2.85 Value \$8.00 for ..... \$3.95

They range up to \$13.50 per pair at the same proportionate reductions.

#### A Few Bargains in Made Up Rugs

Axminster, best grade; \$30 for \$12; size 6x9x10-0.

Body Brussels; \$22 for \$10; size 6-0x9-10.

Body Brussels; \$15 for \$6.50; size 6-0x5-6.

Tapestry Brussels; \$7.50 for \$3.25; size 6-0x5-0.

Axminster; \$15 for \$6.50; size 6-0x9-4.

#### Strong Reductions in Carpets

On all regular goods we will name special prices during this extraordinary clearance sale. As much as 20 to 30 per cent will be deducted.

#### Drooped Patterns in Carpets

Bigelow Axminster Carpets. Qualities range from 35 yards on regular \$2.25 goods for \$1.35 yard. Other grades, of which regular price is \$1.65 to \$1.75 per yard, for \$1.15.

#### None of the above has any border

Splendid velvet carpets; regular \$1.65 grade, in remnants of from 15 to 40 yards; no borders. We will close them out for \$1.10 per yard while they last.

### Out of 8,000 Notion Items Which Are on Special Sale, We Quote 8

A 10c paper of English pins ..... 5c  
A 5c paper of needle point pins ..... 2c  
A 10c paper of safety pins ..... 5c  
A 5c paper of safety pins ..... 2c  
A 2 1/2c spool of darning cotton ..... 1c  
A 5c spool of six-cord cotton ..... 3c  
A 15c bolt of dress braid ..... 5c  
A 5c set of collar supporters ..... 3c  
Riker's Florida white toilet water, regular \$1, for ..... 75c  
Riker's Charmona toilet water, regular \$1.25, for ..... 75c  
Richard Hudnut's violet sea toilet soap; Roger & Gallet's sapon  
parfume toilet soap; Wanbert's toilet soap; all odors. All these  
soaps are 75c a box; inducement price ..... 50c a box  
The best household rubber glove, is sold elsewhere for 75c a pair;  
our price is 50c; special ..... 40c a pair

### Reductions in the Toilet Goods Section

A box of buttermilk toilet soap; worth 25c a box of 3 cakes; special price, 5c box.  
Williams' barbers' bar shaving soap; sold elsewhere for 10c a cake; our regular price is 5c a cake; feature price, 3c.  
The H. L. Hughes hair brush; this is the "Ideal" brush, that is sold elsewhere for 75c and \$1.00; special price, 50c.

### Our Jewelry Stock Reduced from 25 to 50%

Solid gold baby rings; 10-carat, regular price, \$1; special price, 50c.  
Solid gold signet rings, 10-carat, all sizes; regular price \$2.00 to \$4.00; special price, \$2.00.  
Swiss watches; 20-year guarantee; open or hunting cases. Regular prices, \$8.00 to \$12.00; any size. Sale price, \$6.30.

### In the Candy Section

MCDONALD'S RAINBOW CHOCOLATES—15 kinds and varieties of these delicious chocolates in each box.  
Half pound, regular 40c a box, for ..... 25c  
Pounds, regular 60c a box, for ..... 50c  
SPARK'S SCOTCH CHOCOLATES—Worth 60c a pound, but put up in 10c boxes; special price, 6c.  
SPARK'S OPERA CHOCOLATES—High grade creams, with pure fruit flavors, whipped cream centers.  
Half pound, regular 30c a box, for ..... 20c  
Pound, regular 60c a box, for ..... 40c  
"U all No" after dinner mints—the 10c box for 5c.  
Large box of Angelus marshmallows—the children like them and others will like this half price—5c a box.

IMITATION CLUNY LACES—Our new line of cluny laces are the best values we have ever had. Edgings and insertions in white and ecru. Worth up to 25c a yard. Special, 8c yard.

IMITATION TORCHON LACES—Linen machine-made torchon laces in white only; widths from 1/2 inch to 2 1/2 inches. Worth up to 15c a yard. Special, 4c yard.

### Strong Reductions in Trimmings

Net bandings in new and leading shades; suitable for foulards and pongees; worth \$1.50, \$1.75 and \$2.00; feature price, \$1.25.

### Remnants in This Season's Trimmings Hal' Price

Gold and silver tinsel guimpes; also Persian mixtures; 15c and 20c values for 10c.

### Val. Laces a Feature

A new shipment of Val. laces, ranging from 1/2 to 1 1/2 inches in width; edgings and insertions to match in both French and German Vals. These laces are worth up to \$1.00 per bolt. Special, 45c a bolt.

### Allover Laces

Silk embroidered all-over laces in both white and cream; all new; dainty designs; especially pretty for sleeves and yokes. Worth up to \$2.00 yard; special, \$1.25 yard.

SUMMER TIME RIBBONS—Plain, fancy and moire rib-23c a yard.

Wash ribbon special, 25c a bolt.

EMBROIDERY FLOUNCING—Widths ranging from 18 to 54 inches; suitable for summer dresses, underwear, etc.; special, from 35c to \$1.00 yard.

Three Special Lines of Corset Cover Embroidery at 25c, 35c and 50c the Yard

### A Few Hal' Price Art Section Features

SCHOOL PILLOWS—All of our felt sofa pillows; U. of U., S. L. H. S., Y. M. C. A. and All Hallows, at half price.

STAMPED BURLAP—All the imported stamped scarfs, sofa pillows and table covers, on beautiful shades of brown, blue, green and terra cotta burlap—half price.

### White China

Six dozen only white cups and saucers; regular, 35c, for 20c. Large limoges, French china, bonbon or celery dish; a beautiful shape for decorating. Regular, \$2.50; for \$1.65.

### In Men's Section

Just a word before we startle you with the prices. We sell more suit cases than probably any other house in the city. WE MARK THE PRICES DOWN.

We UNDERSELL—and in underselling we do a volume of business.

SUIT CASES—Any \$15.00 suit case for \$10.00; any \$10.00 suit case for \$7.50.

These reductions are from our regular underselling prices—so the offering is an extra one.

SHIRTS—Any shirt in stock, plain or pleated; cuffs attached or detached. Special price \$1.15. It must be borne in mind that we carry standard, high grade shirts.

HANDKERCHIEFS—50c linen ones, 35c and 3 for \$1.00.